

**REQUEST FOR BOARD ACTION**

**HENDERSON COUNTY  
BOARD OF COMMISSIONERS**

**MEETING DATE:** Wednesday, January 18, 2006

**SUBJECT:** Draft Request for Proposals for Audio Broadcasting

**ATTACHMENTS:** Yes

**SUMMARY OF REQUEST:**

Per the Board of Commissioners' direction at your last meeting, staff has prepared a draft Request for Proposals (RFP) for Audio Broadcasting on the Henderson County Government Channel, HCTV-11. Staff will be prepared to answer questions and revise the draft as directed by the Board draft during today's meeting.

**BOARD ACTION REQUESTED:**

Staff recommends that the Board of Commissioners 1) make any necessary revisions to the draft, 2) direct staff to distribute the final RFP to interested parties, and 3) set a deadline for receiving proposals.



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**Request for Proposals  
Audio Broadcasting on Henderson County Government Channel 11**

Proposals will be received by Henderson County, North Carolina, Office of the County Manager at 100 North King Street until 5:00 pm on \_\_\_\_\_, \_\_\_\_\_ for the purpose of audio broadcasting on the County's government channel 11 (HCTV-11). To obtain a copy of the complete Request for Proposals, contact Avalina Merrill, County Manager's Administrative Assistant via e-mail at [avalina@hendersoncountync.org](mailto:avalina@hendersoncountync.org) or by phone at (828) 697-4809. Henderson County reserves the right to reject any and all proposals.



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## **County of Henderson Request for Proposals Audio Broadcasting**

Henderson County is accepting proposals for broadcasting a radio signal on Henderson County TV Channel 11 (HCTV-11) when the channel is not broadcasting county programming.

### **I. Background and Issues**

In 1999, the Board of Commissioners authorized local radio station, WHKP, to broadcast its radio signal on the Henderson County "Government Channel," HCTV-11, when the channel was not being utilized by the county's video programming. At that time, WTZQ was a simulcast of a radio station in Asheville, and therefore was not a local radio station.

During past and recent months, the Board of Commissioners has discussed the issue of audio broadcasting on HCTV-11 and has requested that staff develop and distribute the following Request for Proposals to any company interested in broadcasting their audio signal on HCTV-11.

### **II. Scope of Services**

Only programming that is consistent with the Henderson County Television Broadcast Policies and Procedures and that is submitted by county government, governmental entities or approved agencies, as those terms are defined within the policy, will be broadcast on HCTV-11.

Please provide responses on how your company would address the following requested services:

1. Provide an on-call contact person at night to break into network programming for emergencies.
2. Provide for cut-ins for local emergency news.
3. Provide for all necessary equipment to broadcast an audio signal on HCTV-11.
  - a) Explain how your company would, upon relocation of the cable head-end, provide additional equipment as needed, based on the county's equipment standards.
4. Provide hourly local news briefs at predetermined times.
5. Provide a daily community calendar listing of county meetings and events.
6. Promote the county's government channel, including its programming schedule.
7. Provide twenty (20) 30-second ads per month at the county's discretion.



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8. Provide for county use of other station advertising outlets, including message boards, websites, and publications.
9. Provide unlimited public service announcements for county events and programs with no paid sponsorship.
10. Provide funding to the county for use of the channel, to be set aside for capital expense of video equipment.

### **III. Programming Restrictions**

In completing the requested work, the County expects the company to adhere to the following program restrictions, prescribed by the County's Broadcast Policy and Mediacom Access User Contract.

Please provide responses as to how your company will address the following **program restrictions**:

1. Programs containing slanderous, lewd, obscene, or violent material.
2. Programs containing copyrighted materials without proper copyright authorization.
3. Programs which promote, endorse, or advertise any non-profit agency, private business, commercial service or product, profit-making activity, political candidate, or partisan cause.
4. Programs pertaining, directly or indirectly, to lotteries or other programs involving prize or chance. Note: This does not apply to a State lottery under the authority of State law.
5. Programs that solicit donations of any kind.
6. Programs advocating a personal viewpoint.

### **IV. Alternatives**

In the alternative to a proposal for full-time broadcasting, you are requested to make a proposal on one or more of the following as alternates:

1. Live remote coverage by your company, broadcast both on your radio station and HCTV-11, of sporting events involving teams from high schools and junior high schools located within Henderson County.
2. Live remote coverage by your company, broadcast both on your radio station and HCTV-11, of election results from the Henderson County Board of Elections on election nights (primary, run-off and general elections).



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3. Live remote coverage by your company, broadcast both on your radio station and HCTV-11, of up to 12 events of general public interest per year as selected by the Henderson County Board of Commissioners or its designee.

In making such alternate proposal(s), you must also address (for each such proposal) the same Programming Restrictions as listed in Section III, above.

## V. Submission Deadlines

Proposals must be received by the county at the address listed below not later than 5:00 p.m. on \_\_\_\_\_. This is an “in-hand” deadline. No late proposals will be considered. Proposals must be submitted in hard copy by mail or in person. Regardless of the method of delivery, the county assumes no responsibility for not receiving proposals and all parties should verify that their proposal has been received prior to the deadline. Please forward bid proposals to:

Justin Hembree, Interim County Manager  
Henderson County  
100 North King Street  
Hendersonville, N.C. 28792

Questions:

Phone: (828) 697-4809

Fax: (828) 698-6014

E-Mail: [jhembree@hendersoncountync.org](mailto:jhembree@hendersoncountync.org)

## VI. Selection Process

The county will assemble a team to review each of the proposals. All proposals will be screened and one or more applicants may be interviewed in person or by phone conference call. Selection of a proposal will be made within two weeks of the due date and performance agreements executed prior to the end of \_\_\_\_\_.

## VII. Submission Requirements

Each company shall submit one bound and one unbound copy of its proposal which should include referenced exhibits and attachments. All pages shall be 8 ½” x 11” single side sheets.

Each proposal must include the following elements in the order stated below:

1. An introductory section including the following:
  - a) The name, job title, address, phone number, fax number and email address of the primary contact for the applicant.
  - b) The name, job title, address, phone number, fax number and email address of the person responsible for contract negotiations, if different from above.



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- c) A brief description of the organization, including programming schedule and the total number of employees.
2. Responses to how the company would address all services listed in Section II, Scope of Services.
3. Responses to how the company would address all restrictions listed in Section III, Programming Restrictions.
4. Responses to how the company would address Alternatives in Section IV.
5. A description of any services or requirements referenced in this Request for Proposals that the company is unable or unwilling to fully perform, if any, and state reasons for the same.
6. A generalized timeline for assembling the equipment and/or staff for accomplishing the services described in Section II and restrictions listed in Section III.
7. The proposed fee paid to the County for use of the channel as described in Section II, Scope of Services, number 10.
8. Proposals shall be submitted in a sealed manila envelope with the words "Response to Henderson County Request for Proposals – Audio Broadcasting" printed on the outside.

### **VIII. Selection Criteria**

Selection of the company will be based, but not limited to, the following criteria:

- Demonstration of ability to meet elements of Scope of Services in Section II.
- Demonstration of ability to adhere to program restrictions listed in Section III.
- Thorough understanding of procedures as outlined in this Request for Proposals.
- Financial capacity to address all elements within Section II, Scope of Services and Section III, Program Restrictions.